

MASTERLINK POSITION PAPER

The Masterlink core is being developed within the facilities management framework because of the exquisitely crafted specifications developed by CSI (Construction Systems Institute). If some other industry group had done as thorough a job of specification, we might well have chosen that index to facilitate core construction. The core development is a means to a broader end use and is not limited to facility management applications. As an example, we are structuring a market strategy that targets hospital facilities as purchaser candidates for the first version of MasterLink. Again this target is not an end in itself. It positions the product in an industry that has enormous need for a variety of workflow management applications including home healthcare. We have very strong third party validation of the total absence of anything like MasterLink imbedded in or contemplated by software vendors currently serving this industry. This same third party states that there is an industry awareness of the need for business solutions that MasterLink is designed to provide. In short, there is nothing even remotely like MasterLink emerging that will provide the business solutions this industry needs.

As of Wednesday, 1/28/98 we were given an assignment to extensively compare MasterLink feature by feature to CMMS software offerings such as DataStream MP2. The most useful part of this exercise is to determine if and when DataStream, and similar vendors, will begin building into their products the business management utility and workflow management capability now totally lacking in their current software offerings. Available software is data centric and inflexible and targets maintenance managers as its selling audience. MasterLink is software that offers high-level business solutions and targets CEO's. MasterLink is knowledge based and process centered. It automates management control through user defined rules and policy thus directing the behavior of the entire enterprise. Head to head competition with DataStream has not been a part of our market plan and sales effort. Garry Fenimore has sold MP2 and is in the best position to profile end users that have purchased and installed this software. We have Datastream and Synergen demos available. They clearly show that these software products are little more than elaborate machinery inventory systems that provide an extensive data base of historical information on each piece of equipment and how it was fed and cared for over time. One of the high point features of DataStream MP2 is the ability to bring up the Grainger catalog for the purpose of ordering a replacement machinery part. Garry can be more passionate about this entire subject. In the interval between now and Tuesday we will turn on the Radar and see what we can scope out on the potential moves of the most likely competition.

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MasterLink

Work Automation & Simplification

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January 29, 1998

Sent via Fax
708 442 2866

Mr. Larry Peregrine
CurranCare
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North Riverside, IL 60546

Reference: Our telecon 1-28-98
MasterLink's unique Business Solution Workflow
Management System
More specifically, Work Automation at the point of
Care or Service

Dear Larry,

Lee Kitchen and I thank you for your assistance and this letter is to document the important marketing input you gave to us as follows:

- A. "I have not seen your product buried inside any of the applications I am looking at now for CurranCare or previously while I was under the employ of University HealthSystem, Consortium UHC Services Corporation."
- B. "It is an even more necessary component system in terms of the value it gives the customer than it was a year ago." "This is because of perspective pay (fixed rates) which heightens the need to control service/care delivery and especially cost as we are not going to be able to get any more dollars!"

As you suggested, we will be in touch with you in 10 days. Hope the rest of your stay in the "show me" state is a good one.

Very truly yours,


Kent A. Weisner

FEBRUARY 3, 1998

What makes MasterLink different?

It employs object oriented and agent technologies that provide top management an understandable way to control enterprise behavior. It is able to measure performance as well as test new business solution strategies. The MasterLink "wheel" is assembled in a unique way. Many of the "spokes" are off the shelf middle ware.

Is there any one else working on the same approach?

We have applied due diligence in attempting to answer that puzzle. There is evidence that O.O. and agent technology has been used in specific but limited business solution applications. Industry suppliers to the military have undoubtedly utilized agents to make things like smart bombs smarter. In our contacts with Lockheed, we stressed the need to get complete operational specifications from a military client in order to adapt MasterLink to that particular work domain. We were told flatly, "that is not possible"! Our examination of the CMMS software supply and support companies does not indicate any dedicated development programs utilizing O.O. or agent technology. Our third party contact in the Medical IS area has told us that he has not seen any MasterLink type design or use of agents imbedded in any software currently in use or under development. Software products that claim to manage workflow are sold at middle management levels. CMMS packages find favor at the plant engineering and maintenance management level. In an industry well known for hype, there has been minimal puffery concerning O.O. and agent technology applications.

What are the considerations when establishing acceptance of a new business application technology?

When plowing a new furrow, knowing where the rocks are! Some rocks are more easily discernable.

1. The technical skill and competence of those responsible for the original design and who will be in charge of constructing the software.
2. That the management, marketing, sales and administrative skills of the org are up to the demands for success.
3. Are there clearly identifiable needs for such a product in the market place?
4. The time frame from project start to market entry. What is the likely hood of being overtaken by another developer?
5. Sufficient funding to carry the product through construction and into the market place.
6. Obtaining the first installation. Getting initial acceptance not only of the technology, but also of the complete installation package.
7. The market(s) are large enough to offer sufficient reward for the inherent risks.

2.2 Ease of Use MasterLink is easy to use.

MasterLink reduces the complex world of work into three components of targets, resources, and jobs. Everything is defined and operates on the principle of these simple relationships. This important concept makes it easier for users to interact with the system. MasterLink is a tool for both the skilled worker and management that automates and simplifies work.

Skill Workers – The user interface on the worker side is analogous to an Automated Teller Machine (ATM) that banks use. Each screen is plainly laid out, and the selections on them are in terms understandable to the user. MasterLink is **easy to use**, like an ATM, and you **can take it with you**. The **complexity** of the system is completely **hidden**. There are no terms or codes to memorize, and key-entry activity is minimized. For mobile workers the device will be “ruggedized”, as appropriate for the job, for performance reliability. MasterLink is designed to be the workers “**best friend**”. By providing him or her, better than ever before, with real-time information needed, at the point of work, to do their job, it reduces or eliminates the wasting of time.

Corporate Management – Policy level or operational level managers can easily manipulate the system to extract information. Information is presented in ways that non-technical managers can understand. MasterLink provides management the freedom to **change operating policy as needed** and **track the effectiveness** of policy change decisions manager-by-manager.

a Personal digital assistant PDA

For all

light

more memory, battery, screen

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add ??? to Best friend i.e. increases capacity to perform work

- less burden
- less stress
- Job security